Enabling intelligent, audience-led interactions that are always-on across all channels.
AT&T Intelligent Virtual Agent enables a new generation of intelligent communications for your organization that has the potential to transform the user experience for both external and internal users.

Recent events have seen consumer behavior, expectations and preferences evolve exponentially, with customers shifting to a ‘digital first’ approach that shows no sign of relenting. This is coupled with an increasing appetite for superior customer experience, instant efficient resolution and elevated levels of empathy.

To remain competitive, organizations need to reassess the way they manage customer engagement across channels and touch points.

AT&T Intelligent Virtual Agent is a cloud-based solution using Artificial Intelligence (AI) to provide personalized interactions to guide, assist and sell to customers at scale.

For businesses, AT&T Intelligent Virtual Agent provides a flexible digital resource at a fraction of the cost of human agents, while extending customer service operations to 24x7x365.

For customers, AT&T Intelligent Virtual Agent reduces the time and effort they need to address their specific contact requirement - whether help, information, or availability. Also, self-service functionality allows the customer to choose when and how they communicate with an organization, no longer restricted to opening times, live agent availability and limited channels.

Flexible deployment options
AT&T Intelligent Virtual Agent can be purchased either as a standalone solution that works with your existing IP or TDM-based PBX, or it can be integrated within your contact center environment.

Enhancing IP or TDM-based PBX technologies with IVA functionality benefits include:
• Adding multilingual capabilities
• Easing migration to the cloud
• Enabling omnichannel capabilities
• Enhancing agent customer experience capabilities
• Extending life of legacy equipment

Augmenting contact centers with IVA benefits include:
• Enabling blended virtual agents
• Automating manual and time consuming tasks
• Providing a rapidly scalable agent resource
• Extending customer operations to always-on
• Increasing customer satisfaction via self-service functionality
• Enabling agents to engage in higher-level customer interactions, increasing job satisfaction
• Providing a consistent and accurate level of interactions
Tailoring the solution

Every business and operating model is different, and with it so are their future plans for customer communications. Therefore, when deploying an Intelligent Virtual Agent (IVA) it needs to meet the immediate requirements, but be flexible enough to evolve with the organization.

AT&T provides the businesses with the ability to tailor their IVA to individual needs and plans. With no AI engine lock-in, and with a capability to integrate with all the market-leading technologies, organizations can select the ‘best fit’ for their current applications. Therefore, if voice biometrics and multi-lingual capabilities are a priority, customers can select an AI engine with strong credentials in those areas. This can be migrated (or augmented) to another AI engine should demands change in the future.

AT&T allows businesses to tailor their IVA to address individual challenges. In addition, AT&T can help improve communication performance further with solutions such as AT&T IP Flexible Reach and AT&T IP Toll-Free.
The advantages of AT&T Intelligent Virtual Agent

Deploying an AI powered agent provides exponential benefits to the business, employees and customers alike. It can deliver quantifiable cost savings and improvements to NPS and CSAT while also positively impacting softer metrics including employee wellness and sentiment.

For the organization, IVAs have the capability to:
- Operate digital labor at the speed and accuracy equal to 10% of the cost of live agents
- Extend customer interactions 24x7x365 in multiple languages across all demographics
- Enable the service experience to be driven by corporate data from enterprise platforms

For the live agent, an IVA can:
- Automate repetitive processes and information requests
- Free up live agents for more important tasks
- Increase live agent job satisfaction & reduces turnover

For the customer, IVA-driven interactions can:
- Improve first-time issue resolution
- Reduce customer effort and contact stages
- Make the customer feel valued with a personalized service

IVA - the next generation of assistance

AT&T Intelligent Virtual Agent can take assistance to new levels and beyond the technical capabilities of Interactive Voice Recognition (IVR).

IVAs offer levels of sophistication, personalization and self-service pathways that are unachievable with traditional technologies.

Unlike IVR, AT&T Intelligent Virtual Agent can be:
- Deployed across the whole user journey and digital channels, not just voice
- Applied to mobile, web, voice and message channels
- Used to improve live agent performance with real-time information, sentiment analysis and coaching
- Powered by voice biometrics and natural language processing

In addition, AT&T Intelligent Virtual Agent can drive customer engagement and interactions through integration of enterprise platforms such as Salesforce (for CRM), ServiceNow and Zendesk (for customer service) or Epic (for healthcare).
AT&T can help take customer and employee experience to the next level with AT&T Intelligent Virtual Agent. AT&T can provide a fast, scalable and highly economic connectivity between the AT&T IVA and the AT&T award-winning network including AT&T IP Toll Free and AT&T IP Flexible Reach. IVAs are becoming mainstream at a time of rapid migration to cloud and pressure for transformed processes to be driven by intelligence and insights. They are reaching a maturity and adoption-level that coincides with customer and employee experience becoming a key KPI for organizations. While rapid consideration and planning is key, choosing the right provider of Virtual Agents is critical for success - a provider like AT&T.

Why AT&T

We work with many of the top companies in the Forbes Global 2000 and many other U.S. and global market leaders. With our flexible and extensible suite of world-class solutions we can help you optimize your business with the right capabilities and technologies for your needs. These include:

- Award winning AT&T network & connectivity
- Reliable, scalable and highly-secure
- Single vendor accountability
- Extensive voice, connectivity and collaboration portfolio
- Proven track record of over 30 years within Contact Center
- Proven Implementation methodologies for rapid deployment
Contact AT&T or visit www.att.com/contact-center to find out how AT&T Intelligent Virtual Agent can improve your business productivity and customer experience capabilities.